



HVAC in the Midwest

2004 ENERGY STAR HVAC Meeting

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October 6, 2004

Overview



- Four major ENERGY STAR partners in the Midwest promote HVAC
 - Concentrated in Iowa, Minnesota and Wisconsin
 - Promoting range of products – not all ENERGY STAR qualified
 - Reaching over 7 million people
 - Promote heating and cooling technologies
- Promotion includes consumer incentives and work with dealers and contractors
- Numerous other small utility promotions for HVAC, one other significant utility promoting heating technology
- Change in Federal minimum efficiency will change, possibly limit, but not eliminate, HVAC outreach

Midwest HVAC Program Sponsors



- **Alliant Energy (IA)** – rebates CAC 12 – 14 SEER, ASHP, GSHP, roof-top package units, furnaces and boilers. Works with extensive trade ally network.
- **Focus on Energy (WI)** – rebates CAC 12 – 14 seer, high-efficiency boilers and efficient forced-air fans. Extensive outreach and training to contractor and dealers.
- **Great River Energy (MN)** – rebates ENERGY STAR qualified split-systems, extensive contractor and dealer outreach.
- **Xcel Energy (MN)** – rebates CAC 13 – 14 SEER, furnaces, boiler and combo space/water heaters. Extensive trade ally outreach efforts.

Possible Changes due to new Federal Standards



- Continue to work with contractors and dealers, but emphasize right sizing, proper installation practices and proper maintenance
- Rebate funds may decrease
- Incorporate HVAC review as part of whole-home efficiency programs and new home projects
- Heating technology programs remain unchanged